C1575-2

may 1990

Automotive Fleet

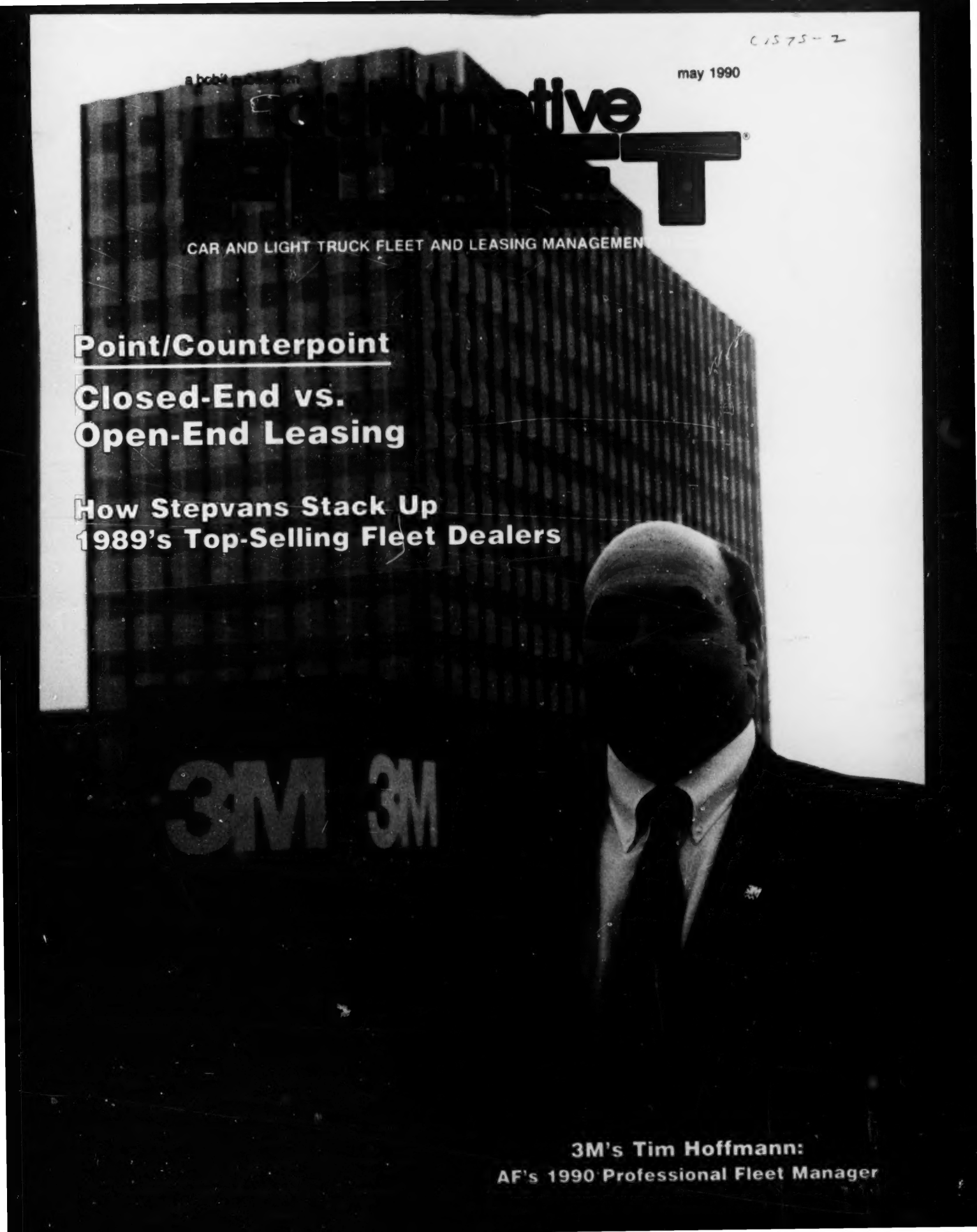
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT

Point/Counterpoint

Closed-End vs. Open-End Leasing

How Stepvans Stack Up

1989's Top-Selling Fleet Dealers



3M's Tim Hoffmann:
AF's 1990 Professional Fleet Manager

automotive
FLEET®

BOBIT PUBLISHING

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

May 1990
VOL. 29, NO. 7

Influencing the management of 4,952,000 cars and 2,070,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

At Lease Inception	
Capitalized Cost:	$1
Depreciation Rate:	
Depreciation Per Month:	
Months in Service	

p. 36

p. 61

On the cover: 3M's Tim Hoffmann, 1990's Professional Fleet Manager Award recipient, stands before 3M Center, the corporation's St. Paul, MN-based headquarters. Our story begins on page 26.

Features

26 **3M's Tim Hoffmann Wins 1990 Fleet Manager Award**
This year's Professional Fleet Manager Award winner talks about 3M's employee transportation and travel services department and the company's 1992 Olympic sponsorship.

36 **Closed-End Leasing: Eliminating Depreciation Risk**
Avis Leasing President Sterling Chadwick argues that fleets should examine all lease options, including closed-end leasing arrangements.

45 **The Advantages Of Open-End Leasing**
Don Kreft, president of Lease Plan USA, outlines the economic advantages of open-end versus closed-end leasing.

54 **1989's Top 10 Fleet Dealers By Franchise**
Honored by AF are 51 fleet dealers for superior sales performances during the 1989 calendar year. Also ranked are the top 10 fleet dealers for 16 franchises.

60 **Automotive Fleet 1990 Fact Book**
Published for your future reference is an errata page correcting errors that appeared in the 1990 edition of the Automotive Fleet Fact Book.

Truck/Van Section

61 **Variety, New Models Hit Stepvan Market in 1990**
AF compares four stepvans currently offered to fleets from the leading manufacturers.

Departments

Letters	8	Used Car Prices	70
Industry News	13	New Products	71
Hotline	25	Classified	72
Light Truck and Van News	66	Calendar	73
Personnel Personals	67	Gas Prices	73
Retail Leasing	69	Ad Index	73
Fleet Leasing	69	Editorial	74

AUTOMOTIVE FLEET (ISSN 0005-1519) is published monthly except April by Bobit Publishing Company, 2512 Artesia Blvd., Redondo Beach, California 90278. The contents of this publication may not be reproduced either in whole or in part without consent of Bobit Publishing. Please address ALL correspondence to the Editorial and Executive Offices at 2512 Artesia Boulevard, Redondo Beach, California 90278. Subscription Prices – United States: $24 per year, $40 for two years; Canadian $32 per year, $60 for two years; Single copy price – $2.00; Fact Book – $35. Number of cars operated and services must accompany the order. Second Class postage paid at Redondo Beach, California 90277-9998 and at additional mailing offices. POSTMASTER: Send address changes to Automotive Fleet, 2512 Artesia Boulevard, Redondo Beach, California 90278. Bobit Publishing also publishes *Auto Rental News, Bedroom, Business Driver, Installation News, Fleet Financials, Limousine & Chauffeur, Metro, Contemporary Surgery, Contemporary Orthopaedics, School Bus Fleet, Security Sales, Canadian Automotive Fleet, Contemporary Gastroenterology, Canadian Business Driver, Cadillac Guide to Customizing, Nails, Showcase USA*, and *StoryboarD*.

1989's Top 10 Fleet Dealers By Franchise

The top three dealers from each of the major fleet makes are honored by AF every year at the AFLA spring convention. Listed below are the top 10 fleet dealers for each franchise. Among these dealers, fleet sales were up 9.3 percent.

For the third consecutive year, Ed Morse Chevrolet of Ft. Lauderdale, FL, has earned the honor of being the nation's top fleet dealer, based on 1989 calendar year sales figures of 35,489 vehicles sold.

The Morse dealership was one of 48 fleet dealers which were recipients last month of the 1990 Fleet Dealer Award. Presented annually by *Automotive Fleet*, the award recognizes them as being among the top three selling fleet dealers within their franchise organization. Their ranking is based on 1989 calendar year fleet sales figures.

Automotive Fleet conducted this year's ceremony on Apr. 21, 1990, at the J.W. Marriott Hotel on the closing day of the 22nd Annual Automotive Fleet & Leasing Association spring meeting and convention in Houston, TX. Plaques were presented to the top three winners from each of the major fleet lines.

Ed Morse Chevrolet earned this year's number one spot by narrowly nudging out second place Jordan Ford of Mishawaka, IN, (35,405) by a mere 84 sales. Third place was won by Precision Chrysler/Plymouth of Tampa, FL, with fleet sales totaling 21,312. Fourth place was awarded to another Chevrolet dealer, Prospect Motors of Jackson, CA, which recorded 18,530 fleet vehicles sold in 1989.

Ranked below by sales volume are the top 10 fleet dealers for each franchise. Altogether, these 160 dealers had a combined sales total of 657,417 units — up 9.3 percent from last year's (1988) sales total of 614,167 vehicles. AF

1990 FLEET DEALER AWARDS

(For sales occurring in the 1989 calendar year)

Buick	Dewey Hibbin	Lupient Buick, Inc.	Minneapolis, MN	4,741
	Steve McGregor	Wilkins Buick, Inc.	Glen Burnie, MD	4,208
	Ken Carlson	Orange Buick-GMC Truck Co.	Orlando, FL	4,127
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	3,528
	Harold Schaudnecker	Loren Buick, Inc.	Glenview, IL	2,819
	Naomi Berndt	Grant Dean Buick, Inc.	Highland Park, IL	2,588
	Marianne Ducharme	William Lehman Buick, Inc.	Miami, FL	2,585
	Perry Pimentel	Merced, Inc., (DBA Ron Smith Buick AMC)	Merced, CA	2,255
	Bill Macaione	Bob Brest Buick, Inc.	Lynn, MA	1,799
	Tommy Austin	Edenton Motors, Inc.	Edenton, NC	1,784
Cadillac	Jack Evans	Bayview Cadillac	Ft. Lauderdale, FL	7,520
	Phil Davis	Polkowitz Motors Ltd.	Perth Amboy, NJ	6,226
	Lori Kressin	Long Cadillac	Roseville, MN	4,196
	Manuel Escoto	Prospect Motors	Jackson, CA	3,099
	Judy Smith	Martin Cadillac	Los Angeles, CA	1,464
	Anita Davis	Rodger Meier Cadillac	Dallas, TX	1,226
	Meri Huskey	Roger Penske Cadillac	Downey, CA	1,180
	Rich Grosse	Nesen Cadillac	Thousand Oaks, CA	1,098
	Nate Sheinbloom	Cashman Cadillac	Las Vegas, NV	733
	Wolf Tuteur	Ricken Baugh Cadillac	Denver, CO	660
Chevrolet	Jack Evans	Ed Morse Chevrolet	Lauderhill, FL	35,489
	Manuel Escoto	Prospect Motors	Jackson, CA	18,530
	Tom George	Delorme Chevrolet	Inglewood, CA	11,453
	Bill Macaione	Bob Brest Chevrolet	Lynn, MA	8,884
	Scott Yassinger	Z. Frank Chevrolet	Chicago, IL	8,674
	Renee Openshaw	Bast Chevrolet	Seafood, NY	7,262

1990 FLEET DEALER AWARDS

Chevrolet (Continued)	Larry Angeles	Harold Chevrolet	Bloomington, MN	6,855
	Jim Franseth	Povey Chevrolet	Red Bluff, CA	6,417
	Jim Rosenberg	D.W. Chevrolet	Morristown, NJ	5,166
	Bill Wink	Wink Chevrolet	Dearborn, MI	5,026
Oldsmobile	Mark Rosenstock	Dale Oldsmobile	Bronx, NY	9,379
	Dewey Hibben	Jim Lupient Oldsmobile	Golden Valley, MN	9,157
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	6,992
	Rick Cusick	Fountain Oldsmobile	Orlando, FL	3,956
	George Steinbock	Anderson Oldsmobile	Baltimore, MD	3,327
	Don Fenton	Larry Faul Oldsmobile	Schaumburg, IL	3,195
	Dan Moss	Z. Frank Oldsmobile	Des Plaines, IL	2,896
	Karen Hannon	Henry Faulkner Oldsmobile	Philadelphia, PA	2,496
	Mark Smith	Sam White Oldsmobile	Houston, TX	2,345
	Bobbie Rucker	Browning Oldsmobile	Cerritos, CA	2,126
Pontiac	Donna Jahazzo	Stephen Pontiac-Cadillac, Inc.	Bristol, CT	13,928
	Bud Morrison	J.M. Pontiac, Inc.	Hollywood,FL	13,507
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	11,960
	Ron Ellis	Rudy Luther's Pontiac-GMC	Minneapolis, MN	8,498
	Hanley Dawson III	Patrick Pontiac-GMC Truck	Libertyville, IL	7,213
	Walt Kozak	Penn Pontiac, Inc.	Baltimore, MD	3,751
	Mark E. Rosenstock	Dale Olds-Pontiac-Jeep-Eagle	Bronx, NY	3,699
	Nick Monteleone	John Wiesner, Inc.	Conroe, TX	3,525
	Paul R. Rubin	Wally McCarthy's Pontiac-GMC	White Bear Lake, MN	2,713
	Frank Zamos	Dave Gill Pontiac-GMC Truck	Columbus, OH	2,686
Ford	Craig Capson	Jordan Ford	Mishawaka, IN	35,405
	Ted Daniel	McInerney Ford	Orlando, FL	16,596
	Milo Matick	Al Piemonte Ford	Melrose Park, IL	16,028
	James O'Neal, Jr.	Fairway Ford	La Trobe, PA	11,732
	Ken Ferrari	Highland Park Ford	Highland Park, IL	11,336
	Bob Karlin	Santa Monica Ford	Santa Monica, CA	9,988
	Aldo A. Fontana	S&C Motors, Inc.	San Francisco, CA	9,982
	Joe David	Pacifico Ford	Philadelphia, PA	9,906
	Harold Beaune	Lutz Ford	Palo Alto, CA	8,110
	Angel Shollenberger	Friendly Ford	North Miami Beach, FL	4,869
Lincoln/Mercury	Ronnie Howe	Libertyville L-M	Libertyville, IL	13,025
	Mike Lister	Island L-M	Merritt Island, FL	7,665
	Bob Culbertson	Marty Franich L-M	Watsonville, CA	7,125
	Kathy Patrick	Arnold Palmer L-M	Bluffton, SC	5,146
	Jeannie Kerner	O' Connor L-M	Los Angeles, CA	4,979
	Steve Machann	River Oaks L-M	Houston, TX	2,610
	Charles Blackwood	George Grubbs L-M	Dallas, TX	2,516
	Bill Schreirer	Stanford L-M	Menlo Park, CA	2,410
	Bill Baker	Pugmire L-M	Marietta, GA	2,262
	Al Brooks	Northgate L-M	Tampa, FL	2,136
Chrysler/Plymouth	Jerry Ulm	Precision C/P	Tampa, FL	21,312
	Jack Evans	Hollywood C/P	Hollywood, FL	8,690
	Manuel Escoto	Amador Motors	Sutter Creek, CA	7,789
	Ronald C. Pope	Russ Darrow Waukesha, Inc.	Waukesha, WI	6,045
	Charles Zajac	Weir Auto Sales, Inc.	Raynham, MA	4,763
	Luke Reif	Glavic C/P, Inc.	Parma, OH	3,749
	Jim Wallace	Galeana C/P, Inc.	Ft. Myers, FL	2,852
	George Moser	Dayton Andrews C/P, Inc.	Clearwater, FL	2,836
	Bob Haller	Bloomington C/P, Inc.	Bloomington, MN	2,696
	Daryl Draper	Johnny's County Motor Sales	Oaklyn, NY	1,532
Dodge	Gene Hall	Luke Potter Dodge, Inc.	Winter Park, FL	17,828
	Dottie Fitzgerald	Colonial Dodge, Inc.	Kensington, MD	13,594

1990 FLEET DEALER AWARDS

Dodge (Continued)	Steve Leach	Forest Lake C/P/D	Forest Lake, MN	9,439
	Stan Smith	Del Amo Dodge	Torrance, CA	5,511
	Dewey Hibben	Bothun Dodge, Inc.	Eau Claire, WI	3,960
	Dean Linde	Gulf Freeway Motors	Houston, TX	2,107
	John Tomlinson	Dadeland Dodge, Inc.	Miami, FL	1,629
	Gene Kissinger	Dodge City-Tomball, Inc.	Tomball, TX	1,530
	Robert Haller	White Bear Dodge, Inc.	White Bear, MN	1,454
	Paul Whitehead	Cal Worthington Dodge	Huntington Beach, CA	1,454
Jeep/Eagle	Steve Leach	Southview Jeep/Eagle	Inver Grove Heights, MN	816
	Ginger Bower	South Bay Jeep/Eagle	Torrance, CA	615
	Don Ziminsk	Broadway Jeep/Eagle	Littleton, CO	372
	Andy Choo	Courtesy Jeep/Eagle	Honolulu, HI	301
	Ron Sayer	Ron Sayer, Inc.	Idaho Falls, ID	271
	Jim Picoli	Potamkin Jeep/Eagle	Philadelphia, PA	269
	Mike Bridges	Liberty Jeep/Eagle	Libertyville, IL	263
	Randy Sporn	Westbury Jeep/Eagle	Westbury, NY	255
	Marlene Strand	Dale Jeep/Eagle	Bronx, NY	248
	Gary Grim	Roswell Jeep/Eagle, Inc.	Roswell, GA	227
Isuzu	Rick Cusick	Fountain Isuzu	Orlando, FL	794
	William King	Superior Isuzu	Gretna, LA	394
	Larry Bartleman	Fresno Isuzu	Fresno, CA	259
	Mark Smith	Sam White Isuzu	Houston, TX	258
	Jeff Auge	Walser Isuzu	Richfield, MN	234
	Dave Beaumont	Tom Endicott	Pompano Beach, FL	170
	Don Braswell	Royal Isuzu	Tampa, FL	149
	Charles Masters	Woodfin-Smith	Baton Rouge, LA	112
	Terry Boult	Fletcher Jones	Las Vegas, NV	99
	Don Fuerst	Cournoyer Isuzu	Houma, LA	96
Nissan	Dennis Hecker	Northtown Nissan	Fridley, MN	5,611
	Carmen Koosa	Nissan of Downey, Inc.	Downey, CA	2,684
	Bob Brest	Bob Brest Nissan	Lynn, MA	2,257
	Tim Valles	West Covina Nissan	West Covina, CA	1,649
	Pete Balsley	Turner Nissan	Sacramento, CA	1,591
	John Hynansky	Winner Nissan of Newark	Newark, DE	1,426
	Arthur Kelly	Kelly-Kean Nissan, Inc.	Oak Lawn, IL	1,321
	Joseph Williamson	Action Nissan, Inc.	Kissimmee, FL	1,261
	Bill Stamps	Colonial Nissan	Feasterville, PA	1,038
	John Williams	ABC Nissan	Phoenix, AZ	970
Mazda	Howard Blakeney	Frank Bommarito Mazda	Ellisville, MO	1,004
	Matt Migdal	Delray Mazda	Delray Beach, FL	578
	Lou Verrengia	Puente Hills Mazda	City of Industry, CA	523
	Eddie Harris	Dennis Mazda	Olathe, KS	322
	Doug Engle	Don Darr Mazda	St. Louis, MO	250
	Glenn Lamathe	Patriot Motors, Inc.	Keene, NH	241
	Bill Britt	Bill Britt Motors	Fredericksburg, VA	220
	Lamar Ripley	Livermore Mazda	Livermore, CA	207
	Bob Shaw	Cush Mazda	Escondido, CA	203
	Ted Mohrland	Quaid Imports, Inc.	Riverside, CA	192
Subaru Of America	Ken Sanders	Evander Holyfield Subaru	Morrow, GA	3,636
	Lanny Williams	David McDavid Subaru	Houston, TX	2,495
	Linda Olson	Patrick Subaru	Schaumburg, IL	2,260
	Linda Coty	Burt Subaru	Englewood, CO	725
	Scott Scimemi	Millas Subaru, Inc.	Arlington, MA	570
	Hugo Morin	Essex Subaru, Inc.	Bloomfield, NJ	538
	Sam Porter	Steakley Chevrolet, Inc.	Dallas, TX	420
	Gary Lightly	Continental Motors	Anchorage, AK	262
	Ron Muccino	Canyon Imports	Newhall, CA	200
	Kurt Lance	William O. McKay Co.	Seattle, WA	200

1990 FLEET DEALER AWARDS

Toyota	Pablo Guitierrez	Kendall Toyota	Miami, FL	14,870
	Lloyd Caren	Longo Toyota	El Monte, CA	7,759
	Bill Collier	Delray Toyota	Delray Beach, FL	3,761
	Craig Tucker	Bingham Toyota, Inc.	Clovis, CA	2,699
	Darrell Brooks	Sterling McCall Toyota	Houston, TX	2,570
	Dave Shapowall	Thompson Toyota	Doylestown, PA	2,436
	Steve Graham	Toyota Center	West Columbia, SC	2,375
	Jack Nalley	Toyota of Hollywood	Hollywood, FL	2,164
	John Himmelman	General Toyota, Inc.	Avenel, NJ	1,838
	R. Householder	Toyota of Orange	Orange, CA	1,819
Volkswagen	Bill Eichman	Reeves Import Motorcars, Inc.	Tampa, FL	86
	Dennis Albers	Sonnen Volkswagen	San Rafael, CA	86
	George Ricci	Gunther Volkswagen, Inc.	Ft. Lauderdale, FL	81
	Jeff Neal	Volkswagen Gallery	Norwood, MA	66
	Marty Whitney	Whitney Volkswagen	Villa Park, IL	61
	Don Badrich	Ray Burnette VW	Alexandria, VA	54
	Leroy Larson	Potamkin Volkswagen	Hialeah, FL	53
	Kip Claxton	Crain-Daly Volkswagen, Inc.	Atlanta, GA	40
	Ray Aldich	Bowman's Concord VW	Concord, CA	33
	Tim Willet	Barber Volkswagen	Vallejo, CA	33
Top RV Dealers	Craig Capson	Jordan Ford	Mishawaka, IN	9,598
	Tom Wright	Hayden Beardslee Ford	Cassopolis, MI	2,344
	Harry R. Schwartz	Schwartz Ford	Decatur, IN	2,284

We sweat the details.

Service that puts you first.

At Ken Brown, all of our customers get the personal service only a family-owned company can provide. This level of service is customized to match your needs — from basic vehicle acquisition to complete fleet administration. Our services include:

- Commercial and Fleet leasing
- Fleet acquisition and disposal services
- Fleet management and consulting
- Consumer leasing
- Used vehicle leasing

Rates that keep you in the lead.

With over 40 years of experience nationally, Ken Brown offers very competitive lease rates on vehicles of any make/model — with any level of equipment. If you've never leased or are leasing with the competition, call Ken Brown for a complete presentation and compare our rates for yourself.

Let the team at Ken Brown give you the winning edge.

313-772-8000

FAX:
313-772-4099

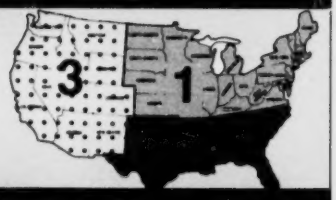
KEN BROWN LEASING CORPORATION
18400 E. NINE MILE ROAD ■ EAST DETROIT ■ MI 48201

CHRYSLER LEASING SYSTEM
THE LEASING PROFESSIONALS

Circle 125 on Inquiry Card

USED CARS

The following are average used-car prices for the period ending April 1, 1990. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.



88 BUICK SKYHAWK			
Coupe	5,432	5,484	5,322
Sedan	5,507	5,561	5,400
87 BUICK SKYHAWK			
Cust Coupe	4,430	4,472	4,340
Cust Sedan	4,498	4,543	4,407
88 BUICK SKYLARK			
Cust Sedan	6,511	6,578	6,382
88 BUICK CENTURY			
Cust Sedan	6,524	6,593	6,396
87 BUICK CENTURY			
Cust Sedan	5,440	5,494	5,331
88 BUICK LESABRE			
Cust Sedan	8,503	8,588	8,335
87 BUICK LESABRE			
Cust Sedan	7,104	7,176	6,963
88 CADILLAC DE VILLE			
Coupe	13,857	13,995	13,578
Sedan	14,019	14,159	13,739
87 CADILLAC DE VILLE			
Coupe	11,256	11,371	11,034
Sedan	11,396	11,511	11,167
88 CADILLAC SEVILLE			
Sedan	14,787	14,935	14,492
87 CADILLAC SEVILLE			
Sedan	12,309	12,433	12,065
88 CHEVY BERETTA			
Coupe	6,244	6,305	6,121
88 CHEVY CORSICA			
Sedan	5,863	5,925	5,750
87 CHEVY BERETTA			
Coupe	4,964	5,014	4,866
87 CHEVY CORSICA			
Sedan	4,577	4,625	4,486
88 CHEVY CAVALIER			
Sedan	5,309	5,363	5,203
87 CHEVY CAVALIER			
Sedan	4,043	4,084	3,964
88 CHEVY CELEBRITY			
Sedan	6,086	6,148	5,965
87 CHEVY CELEBRITY			
Sedan	4,864	4,913	4,768
88 CHEVY CAPRICE			
Sedan	6,923	6,992	6,786
87 CHEVY CAPRICE			
Sedan	5,614	5,668	5,498
88 CHRYSLER NEW YORKER			
Sedan	9,863	9,962	9,666
87 CHRYSLER NEW YORKER			
Sedan	7,010	7,077	6,868
88 CHRYSLER FIFTH AVENUE			
Sedan	9,636	9,732	9,445
87 CHRYSLER FIFTH AVENUE			
Sedan	7,592	7,666	7,439
88 DODGE ARIES AMERICA			
Sedan	4,795	4,841	4,699
87 DODGE ARIES			
Sedan	3,840	3,879	3,762
88 DODGE SHADOW			
Liftbk 5 Dr	5,135	5,188	5,035
87 DODGE SHADOW			
Liftbk 4 Dr	4,222	4,265	4,137
88 DODGE DYNASTY			
Sedan	7,743	7,821	7,588
88 FORD ESCORT			
Htchbk 4 Dr GL	4,349	4,393	4,262
87 FORD ESCORT			
Htchbk 4 Dr GL	3,411	3,446	3,343
88 FORD MUSTANG			
LX-4 Coupe	5,931	5,992	5,812
87 FORD MUSTANG			
LX-4 Coupe	4,826	4,874	4,731
88 FORD TEMPO			
GL Sedan 4 Dr	5,262	5,315	5,155
87 FORD TEMPO			
GL Sedan 4 Dr	4,185	4,229	4,102
88 FORD TAURUS			
GL Sedan 4 Dr	6,883	6,952	6,745
87 FORD TAURUS			
GL Sedan 4 Dr	5,673	5,730	5,561
88 FORD CROWN VICTORIA			
Sedan	9,061	9,151	8,880
87 FORD CROWN VICTORIA			
Sedan	7,543	7,619	7,392
88 THUNDERBIRD			
Coupe	8,062	8,142	7,900
88 LINCOLN			
Town Car Sedan	13,799	13,939	13,522
Mark VII Coupe	15,329	15,480	15,021
Continental Sedan	16,889	17,056	16,551
87 LINCOLN			
Town Car Sedan	11,526	11,639	11,294
Mark VII Coupe	12,284	12,408	12,039
Continental Sedan	12,395	12,520	12,148
88 MAZDA 626			
LX Sedan 4 Dr	8,157	8,238	7,995
88 MERCURY COUGAR			
LS Coupe	8,429	8,513	8,259
87 MERCURY COUGAR			
LS Coupe	7,017	7,087	6,876
88 MERCURY TOPAZ			
GS Sedan 4 Dr	5,347	5,399	5,238
87 MERCURY TOPAZ			
GS Sedan 4 Dr	4,194	4,238	4,111
88 MERCURY SABLE			
GS Sedan	6,974	7,042	6,833
87 MERCURY SABLE			
GS Sedan	5,695	5,755	5,583
88 MERCURY GRAND MARQUIS			
Sedan	9,624	9,721	9,433
87 MERCURY GRAND MARQUIS			
Sedan	8,155	8,234	7,991
88 MITSUBISHI MIRAGE			
Mirage Sedan	4,381	4,425	4,293
87 MITSUBISHI MIRAGE			
Mirage Sedan	3,149	3,180	3,086
88 NISSAN SENTRA			
Sedan 2 Dr	4,207	4,249	4,123
88 NISSAN STANZA			
E Ntch 4 Dr	6,795	6,863	6,659
88 NISSAN MAXIMA			
SE Sedan	10,744	10,852	10,529
87 NISSAN SENTRA			
Sedan 2 Dr	3,443	3,477	3,374
87 NISSAN STANZA			
E Ntch 4 Dr	5,516	5,571	5,406
87 NISSAN MAXIMA			
SE Sedan	8,347	8,432	8,179
88 OLDS CALAIS			
Sedan	6,438	6,501	6,310
87 OLDS CALAIS			
Sedan	5,455	5,509	5,345
88 OLDS CIERA			
Coupe	6,455	6,519	6,327
Sedan	6,524	6,593	6,396
87 OLDS CIERA			
S Coupe	5,427	5,479	5,317
Sedan	5,487	5,544	5,379
88 OLDS CUTLASS SUPREME			
Coupe	7,488	7,565	7,340
87 OLDS CUTLASS SUPREME			
Coupe	6,328	6,393	6,202
Sedan	6,328	6,393	6,202
88 OLDS 98 REGENCY			
Sedan	10,044	10,142	9,841
87 OLDS 98 REGENCY			
Sedan	8,326	8,409	8,158
88 PLYMOUTH RELIANT			
Sedan	4,819	4,867	4,725
87 PLYMOUTH RELIANT			
Sedan	3,858	3,896	3,783
88 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	5,131	5,184	5,031
87 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	4,204	4,246	4,118
88 PLYMOUTH GRAN FURY			
Salon Sedan	5,267	5,320	5,161
88 PONTIAC SUNBIRD			
SE Coupe	5,414	5,469	5,305
Sedan	5,486	5,540	5,378
87 PONTIAC SUNBIRD			
SE Coupe	4,269	4,312	4,184
Sedan	4,204	4,246	4,119
88 PONTIAC 6000			
Coupe	6,155	6,217	6,033
Sedan	6,224	6,285	6,097
87 PONTIAC 6000			
Coupe	4,976	5,025	4,876
Sedan	5,033	5,084	4,934
88 PONTIAC GRAND AM			
Sedan	6,439	6,503	6,308
87 PONTIAC GRAND AM			
Sedan	5,681	5,738	5,568
88 PONTIAC BONNEVILLE			
Sedan	8,474	8,560	8,306
87 PONTIAC BONNEVILLE			
Sedan	7,133	7,204	6,991
88 PONTIAC GRAND PRIX			
Coupe	7,850	7,930	7,697
87 PONTIAC GRAND PRIX			
Coupe	6,486	6,552	6,357
88 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	6,285	6,348	6,159
88 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	8,193	8,273	8,029
88 TOYOTA CRESSIDA			
Lux Sedan	12,742	12,869	12,488
87 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	4,869	4,918	4,772
87 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	6,988	7,057	6,847
87 TOYOTA CRESSIDA			
Lux Sedan	10,480	10,586	10,271
88 VOLKSWAGEN JETTA			
Sedan 4 Dr	6,653	6,719	6,520
87 VOLKSWAGEN JETTA			
Sedan 4 Dr	5,341	5,395	5,234
88 VOLVO			
240 DL Sedan	11,606	11,721	11,374
87 VOLVO			
240 DL Sedan	9,524	9,620	9,334

CALENDAR

MAY

15-17–National Car Rental Convention, Contemporary Hotel-Walt Disney World, Orlando, FL. Information: (612) 830-2548.

20-23–National Cable Television Association Conference, Georgia World Congress Center, Atlanta, GA. Information: (202) 463-7905.

JUNE

7-8–Rutgers Center for Management Development, Fleet Specification and Procurement & Fleet Maintenance Management Seminars, Clarion Hotel, Edison, N.J. Information: (800) 441–1766.

10-13–Electric Utilities Fleet Managers Show, Williamsburg Lodge & Conference Center, Williamsburg, VA.

28-29–Independent Automotive Damage Appraisers Association Annual Repair Seminar, Hyatt Regency Embarcadero Center, San Francisco, CA. Information: (914) 561–3691.

JULY

26-28–International Truck Show, Convention Center, Anaheim, CA. Information: (415) 349–4876.

AUGUST

5-8–National Association of Fleet Administrators' 22nd Annual Law Enforcement Conference, Westin Ottawa Hotel, Ottawa, Canada. Information: (201) 494–8100.

7-10–Fourteenth Annual Rocky Mountain Fleet Managers Association Conference & Equipment Show, Tropicana Resort, Las Vegas, NV. Information: (801) 629–8282.

SEPTEMBER

15-18–Consumer Bankers Association Seventieth Annual Conference, Fairmont Hotel, San Francisco, CA. Information: (703) 276–1750.

AD INDEX

Amoco Oil	9-11	McCullagh Leasing	37
Ted Arendale	65	Mill Supply	66
Biggers Chevrolet	52	Monteleone	72
Bush & Cook Leasing	69	National Auto Research	33
Cadillac	IFC, 1	Nissan	46, 47
California Flt Specialist	43	Oldsmobile	40, 41
Chek Chart	16	Orland Park Nissan	68
Chevrolet	6, 7	Piemonte Ford	59
Chrysler (MOPAR)	23	Pontiac	BC
Consolidated Services	12	Potamkin Fleet Network	60
Faul Fleet Group	53	Roto Lincoln/ Mercury	67
Ford Fleet Service Plan	4	Shell Oil	5
GEC Fleet Leasing	3	Stephans World of Wheels	65
Intellichoice, Inc.	19-22	Stillman Fleet	16
Isuzu Trucks of America	63	Subaru	55
Joey Bed	65	Thorson Oldsmobile	68
Ken Brown Leasing	58	Toyota	14, 15, 17
Lexus	28, 29	Transnational Leasing	34
Lifetime Automotive	64	Universal Ford	69
Longo/ Penske	38	Velco	IBC
Magarity Chevrolet	71	Volkswagen	35
Mazda	24	Walker Buerge	18

GAS PRICES

City	UNLEADED GAS Cost Per Gallon Full-Serve	Self-Serve
Little Rock, AR	133.5 ¢	96.4 ¢
Kingman, AZ	163.9	114.4
Fresno, CA	137.9	98.2
West Palm Beach, FL	146.6	103.7
Maui, HI	185.6	139.6
Cedar Rapids, IA	133.5	109.9
Louisville, KY	134.2	101.7
Boston, MA	119.4	107.7
Iron Mountain, MI	113.4	107.9
Charlotte, NC	141.9	116.9
Reno, NV	136.9	105.4
New York City, NY	116.9	99.9
Nashville, TN	144.6	106.6
Fort Worth, TX	137.9	107.6
Madison, WI	138.9	110.6

The average U.S. full-serve gasoline price for the month of April is 128.1 cents per gallon.
The average U.S. self-serve gasoline price for the month of April is 105.5 cents per gallon.
Survey conducted during the first five working days of April 1990
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.

Every year, AF honors the top three dealers from each of the major fleet makes at an award ceremony held on the closing day of the AFLA spring convention. Listed below are the top 10 fleet dealers for each franchise.

The Top-Selling Fleet Dealers of 1988

Last month, 42 fleet dealers were presented the 1989 Fleet Dealer Award recognizing them as being among the top three selling dealers within their franchise organization based on 1988 sales figures.

Presented annually by *Automotive Fleet*, this year's award ceremony took place on Apr. 15, 1989, at the Sheraton Centre Hotel on the closing day of the 21st Annual Automotive Fleet & Leasing Association spring convention. Plaques were presented to the top three winners from each of the major fleet lines.

Ed Morse Chevrolet in Ft. Lauderdale, FL, earned the honor of being the nation's top fleet dealer for the 1988 calendar year by selling 26,579 vehicles.

Ford swept the next three positions with its franchises capturing the number two, three, and four positions. In second place, with 23,988 vehicles sold, was Fairway Ford at Latrobe, PA. Number three was Arnold Palmer Ford/Lincoln-Mercury in Hilton Head, SC with 18,152 vehicles sold and number four was McInerney Ford in Orlando, FL with 16,719 vehicles sold.

Ranked below by sales volume are the top 10 fleet dealers for each franchise. Altogether, these 140 fleet dealers had a combined sales total of 614,167 units.

Also, presented for the first time are the RV conversion and GMC Truck sales awards which appear on page 56.

1989 FLEET DEALERS AWARDS

(For sales occurring in the 1988 calendar year.)

Buick	Gail Hoskins	Wilkins Buick, Inc.	Glen Burnie, MD	3,943
	Craig Leaman	Lupient Buick, Inc.	Minneapolis, MN	3,585
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	3,020
	Phil Davis	Polkowitz Motors	Perth Amboy, NJ	2,952
	Ken Carlson	Orange Buick/GMC Truck Co.	Orlando, FL	2,703
	Walter Wray	Boulevard Buick-GMC-Truck	Long Beach, CA	2,617
	Bill Macaione	Bob Brest Buick, Inc.	Lynn, MA	2,218
	Naomi Berndt	Grant Dean Buick, Inc.	Highland Park, IL	2,093
	Harold Schaudnecker	Loren Buick, Inc.	Glenview, IL	2,066
	Nick Monteleone	John Wiesner, Inc.	Conroe, TX	2,040
Cadillac	Phil Davis	Polkowitz Motors	Perth Amboy, NJ	7,801
	Jack Evans	Bayview Cadillac	Ft. Lauderdale, FL	5,867
	Allan McFarland	Central Cadillac Co.	Cleveland, OH	1,658
	Meri Huskey	Roger Penske Cadillac	Downey, CA	1,603
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	1,595
	Anita Davis	Rodger Meier Cadillac	Dallas, TX	1,277
	Lori Kressin	Long Cadillac, Inc.	Roseville, MN	1,178
	Dennis Concannon	Premier Cadillac, Inc.	Kansas City, MO	1,142
	Rich Gross	Nesen Cadillac, Inc.	Thousand Oaks, CA	833
	Doug Alling	Eddin Oldsmobile-Cadillac	Denton, TX	650
Chevrolet	Jack Evans	Ed Morse Chevrolet	Lauderhill, FL	26,579
	Bill Wink	Wink Chevrolet	Dearborn, MI	15,629
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	15,339
	Tom George	DeLorme Chevrolet	Inglewood, CA	9,919
	Bill Johnson	Curry Chevrolet	Yorktown Heights, NY	9,695
	Bill Macione	Bob Brest Chevrolet	Lynn, MA	8,251
	Scott Yassinger	Z. Frank Chevrolet	Chicago, IL	7,430
	Don Fenton	Faul Chevrolet	Barrington, IL	7,152
	Joe Cavalieri	Bast Chevrolet	Seaford, NY	6,972
	Ken Mawby	Friendly Chevrolet	Dallas, TX	6,492

AWARDS

1989 FLEET DEALERS AWARDS

(For sales occurring in the 1988 calendar year.)

Oldsmobile	Mark Rosenstock	Dale Oldsmobile	Bronx, NY	12,689
	George Steinbock	Anderson Oldsmobile	Baltimore, MD	5,296
	Don Fenton	Larry Faul Oldsmobile	Schaumburg, IL	4,246
	Dewey Hibben	Jim Lupient Oldsmobile	Golden Valley, MN	4,107
	Karen Hannon	Henry Faulkner Oldsmobile	Philadelphia, PA	3,281
	Dan Moss	Z. Frank Oldsmobile	Des Plaines, IL	3,192
	Bobbie Rucker	Browning Oldsmobile	Cerritos, CA	2,645
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	2,444
	Ron Pohl	King Motor Company	Ft. Lauderdale, FL	2,210
	Mark Smith	Sam White Oldsmobile	Houston, TX	2,051
Pontiac	Donna Janazzo	Stephen Pontiac-Cadillac	Bristol, CT	14,732
	Manuel Escoto	Prospect Motors, Inc.	Jackson, CA	12,447
	Bud Morrison	JM Pontiac, Inc.	Hollywood, FL	11,190
	Stanley Penn	Penn Pontiac, Inc.	Baltimore, MD	9,585
	Rudy Luther	Rudy Luther's Pontiac-GMC	Minneapolis, MN	4,466
	Henry Faulkner, III	Faulkner Pontiac-GMC	Trevose, PA	3,974
	John W. Wiesner	John Wiesner, Inc.	Conroe, TX	3,801
	David L. Miller	David Pontiac	Chicago, IL	3,497
	James O'Neal, Jr.	Arnold Palmer Motors, Inc.	Latrobe, PA	3,228
	Lawrence J. Faul	Larry Faul Pontiac, Inc.	Schaumburg, IL	2,993
Ford	James O'Neal, Jr.	Fairway Ford	Latrobe, PA	23,988
	James O'Neal, Jr.	Arnold Palmer Ford-L/M	Hilton Head, SC	18,152
	Ted Daniel	McInerney Ford, Inc.	Orlando, FL	16,719
	Steve Erenburg	Highland Park Ford	Highland Park, IL	9,506
	Alan Brown	Harr Motor	Worcester, MA	9,452
	Fred Lautze	S & C Motors	San Francisco, CA	8,693
	Bob Karlin	Santa Monica Ford	Santa Monica, CA	8,211
	Craig Capson	Jordan Ford	Mishawaka, IN	7,247
	Joe David	Pacifico Ford	Philadelphia, PA	6,608
	Harold Beaune	Lutz Ford	Palo Alto, CA	6,035
Lincoln/Mercury	Ronnie Howe	Libertyville Lincoln/Mercury	Libertyville, IL	8,281
	Jeannie Kerner	O'Connor Lincoln/Mercury	Los Angeles, CA	5,534
	Bob Culbertson	Marty Franich Lincoln/Mercury	Watsonville, CA	5,058
	LLoyd Brocket	Central Florida Motors	Orlando, FL	4,323
	Jim Doran	Summit Lincoln/Mercury	Houston, TX	3,519
	Mike Lureau	Elmhurst Lincoln/Mercury	Elmhurst, IL	2,091
	Bill Baker	Pugmire Lincoln-Mercury	Marietta, GA	2,050
	Bill Schreier	Stanford Lincoln/Mercury	Menlo Park, CA	1,966
	Al Brooks	Northgate Lincoln/Mercury	Tampa, FL	1,360
	Jeff Hart	Pompano Lincoln/Mercury	Pompano Beach, FL	1,346
Chrysler/Plymouth	Dottie Fitzgerald	Lake Forest Chrysler/Plymouth	Kensington, MD	10,299
	Vern Christensen	Ed Barwick Chrysler/Plymouth	Napa, CA	9,613
	Ginger Bower	South Bay Chrysler/Plymouth	Torrance, CA	7,708
	Jim Wallace	Galeana Chrysler/Plymouth	Ft. Meyers, FL	5,763
	Allen Cubbage	Allen Cubbage, C/P/D	Stanley, VA	5,664
	Dave Johnson	Tate Chrysler/Piymouth	Glen Burnie, MD	5,244
	Bob Wood/Charlie Zajac	Weir Auto Sales	Raynham, MA	4,038
	Jack Evans	Hollywood Chrysler/Plymouth	Lauderhill, FL	3,553
	Ron Pope	Russ Darrow Chrysler/Plymouth	Waukesha, WI	2,683
	Steve Erickson	Walser Chrysler/Plymouth	Eden Prairie, MN	2,294
Dodge	Gene Hall	Luke Potter Dodge	Winter Park, FL	11,380
	Jerry Ulm	Precision Chrys./Ply./Dodge	Tampa, FL	11,167
	Steve Leach	Lake Country Auto Center	Minneapolis, MN	10,609
	Jack Fitzgerald	Colonial Dodge	Kensington, MD	10,429
	Lee Murkey	Tate Dodge, Inc.	Glen Burnie, MD	8,899
	Steve Fish	Freeway Dodge	Eden Prairie, MN	9,303
	Bruce Jacobs	Pryority Motors	Pryor, OK	7,481
	Stan Smith	Del Amo Dodge	Torrance, CA	6,649
	Fred Hosak	Palm Beach Dodge	West Palm Beach, FL	4,181
	Jack Evans	Ed Morse Dodge	Lauderhill, FL	3,896

AWARDS

1989 FLEET DEALERS AWARDS

(For sales occurring in the 1988 calendar year.)

Jeep/Eagle	Don Ziminski	Broadway AMC/Jeep	Littleton, CO	398
	Mark Rosenstock	Dale American Motors	Bronx, NY	304
	Steve Leach	Southview Jeep/Eagle	Minneapolis, MN	294
	Don Newell	Roswell Jeep/Eagle	Roswell, GA	291
	Susan Sporn	AMC Jeep of Westbury	Westbury, NY	265
	Ron Sayer	Ron Sayer's, Inc.	Idaho Falls, ID	225
	Greg Penfold	Colorado Jeep/Eagle	Denver, CO	203
	Eric Hayes	Hayes Bros. Jeep/Eagle	Salt Lake City, UT	179
	Don Silver	Emich Jeep/Eagle	Lakewood, CA	176
	Ginger Brown	South Bay Jeep/Eagle	Hermosa Beach, CA	167
American Isuzu Motors	Gary Silverman	Fountain Isuzu	Orlando, FL	676
	Larry Bartleman	Fresno Isuzu	Fresno, CA	309
	Mark Smith	Sam White Isuzu	Houston, TX	286
	Ken Shepard	O'Donnell Isuzu	San Gabriel, CA	212
	Gary Grady	Grady Isuzu	Mobile, AL	181
	Alex Doubiago	Frank Coletto Isuzu	Harbor City, CA	169
	Joe Cossell	Smythe Isuzu	Santa Clara, CA	165
	Al Levine	Woodbury Isuzu	Syosset, NY	151
	Cynthia Crum	Potamkin Isuzu	Philadelphia, PA	140
	Tim Rayfield	Checkered Flag Isuzu	Virgina Beach, VA	122
Nissan	Dennis Hecker	Northtown Nissan	Fridley, MN	5,761
	Arthur Kelly	Kelly-Kean Nissan	Oak Lawn, IL	2,331
	Joseph Williamson	Action Nissan	Kissimmee, FL	2,200
	Rob Randolph	Serramonte Nissan	Coloma, CA	1,453
	Pete Balsley	Turner Nissan	Sacramento, CA	1,401
	Bill Macaione	Bob Brest Nissan	Lynn, MA	1,161
	Paula Martin	Nissan of Downey	Downey, CA	1,116
	Robert Terry	Boulton Motors	Miami, FL	1,062
	Dan Stansell	Bankston Nissan	Irving, TX	938
	Donna Janazzo	Stephen Nissan	Bristol, CT	883
Toyota	Jerry Bean	Kendall Toyota	Miami, FL	9,290
	Lloyd Caren	Longo Toyota	El Monte, CA	4,745
	Craig Tucker	Bingham Toyota	Clovis, CA	2,640
	Bob Mattox	Expressway Toyota	Miami, FL	2,239
	Bill Rossman	Thompson Toyota	Doylestown, PA	1,922
	Gene Hust	Norwalk Toyota	Norwalk, CA	1,529
	Darryll Brooks	Sterling McCall Toyota	Houston, TX	1,342
	Sue Obeymyer	Jordan Toyota	Mishawaka, IN	1,210
	Dan Plante	Downey Toyota	Downey, CA	1,100
	Robert Householder	Toyota of Orange	Orange, CA	1,057
Volkswagen of America	Eugene Weisberg	Queensboro VW	Woodside, NY	2,047
	Robert E. Giles	Giles Lafayette, Inc.	Lafayette, LA	329
	Irving Singer	Patriot Motors, Inc.	Keene, NH	298
	Mike McKenna	Ala Moana VW	Honolulu, HI	214
	Dick Gorharn	Ganley, Inc.	Parma, OH	204
	Allen N. Reeves	Reeves Import Motor	Tampa, FL	127
	Edward Garcia	Castle Enterprises	Norfolk, VA	100
	Peter T. Libman	Douglas Motors Corp.	Summit, NJ	99
	Dick McDonald	Intermountain, VW	Salt Lake City, UT	95
	Sarah Gregory	Zipper VW	Beverly Hills, CA	91
GMC Truck	Sandy McDonald	J.W. Courtesy P-GMC Truck	Tampa, FL	1,474
	Denny Aldridge	James Wood Motors, Inc.	Decatur, TX	1,374
	Ken Hunn	Behlmann GMC Trucks, Inc.	Florissant, MO	838

Automotive Fleet Conversion Awards

Craig Capson	Jordan Ford	Mishawaka, IN	16,075
Phil Beardslee	Hayden-Beardslee	Cassopolis, MI	4,211
Ed Wittmeier	Ed Wittmeier Ford	Chico, CA	2,325